



WHO ARE THE BOOMERS & WHY SHOULD YOU CARE?

- They spend 3.4 Trillion Dollars each & every year.
- They represent 90% of Net Assets in the United States.
- They are America's largest, wealthiest & most influential demographic group.
- There are 78+ million of them & they will make up 47% of the United States population by the year 2020.
- 50% of them are over 50 & 4 million more of them are turning 50 each & every year
- There are 10,000 new 50 year olds every day or another one turning 50 every 7 seconds.
- They spend more time online per week than watching TV.
- They spend on average 12.9 hours (Non-Business) per week online.
- They were born between 1946 and 1964. They are the Movers & Shakers!

Benefits of Being a Sponsor on *The Boomer's Show*

- Finally a media platform that reaches YOUR target audience – 78+ Million BOOMERS, Their Families & Friends. Now you can be a celebrity with your own radio segment & commercial. Become known as the Expert & the Go-To Person in your field!
- We help you market and brand your product to the huge Boomer's market.
- Get a high quality radio commercial voiced by professionals (no additional charges or fees).
- Write your own scripts for commercials or have us do it for you.
- Millions of Boomers seek out information everyday online, be seen on over 75+ websites aimed at Boomers, their families, friends & neighbors!
- *The Boomer's Show* is streamed live online Worldwide, you can listen anywhere and everywhere to *The Boomer's Show*.
- Sign up now and get frozen advertising rates, no matter how high they go.
- Live reads for radio show and podcasts online.
- Your live read spots can change weekly for specialized promotions.
- Live radio remote possible from your place of business, have *The Boomer's Show* at your place, *extra fee for live remotes.
- You will receive advertising on both our radio show, *The Boomer's Show* and on our Boomer's Market Network of Websites (75+) updated daily.
- Be associated with the largest market to ever hit the world – THE BOOMER'S MARKET, all 78+ Million of us!
- Receive Mobile Marketing App, FREE Mobile Website & FREE Unlimited SMS Text Advertising Services as an advertiser on *The Boomer's Show*.

Visit www.TheBoomersShow.com/Sample.mp3 for a Sample Radio Commercial.



The Boomer's Show - Segment Sponsor Program

(After every break we come back into a 5 - 7 minute Segment)

RADIO SEGMENT SPONSORSHIP:

* Sponsor of 5 - 7 min segment – you are the guest, if so desired (not required), for the entire 5 – 7 Minute Segment. Must be in that field and on topic to be the guest! Also, Segment can be pre-recorded during the week if you prefer!

(Example: If you are sponsoring the Legal Segment; you should be in the Legal Field. Travel Segment; you should be in the Travel Field. Real Estate Segment; you should be in the Real Estate Industry, etc. Have questions – ask us!)

* Your business / service will be mentioned at the beginning of the segment, such as “*The Boomer's Show* Health & Fitness Segment is brought to you by _____”

* Your business / service will also have one 30 second commercial at the end of the sponsored segment. Provide us with the copy you would like for the commercial. We can help you, if need be, at no additional charge! This commercial will be shared with you so you can also use it on your website, in your marketing, etc.

* Ability to change commercial once a month.

WEB / INTERNET: www.TheBoomersShow.com

* Info-Logo displayed in the Top Spot of your Category on *The Boomer's Show* home website and the Boomer's Market Network of Websites (40+ Websites)

* Your Website Listing can include a link to your website, a summary of business / services offered or provided and your contact information, email link, etc.

SEGMENT SPONSORSHIP TERMS & RATES:

- No Long Term Commitment Requirements – Month to Month Option
- Only 1 Sponsor Per Segment Allowed (You will be the exclusive sponsor!)
- Cost is \$75 Per Month, Includes: **1)** Websites (75+) Exposure - Top Listing Spot In Your Category **2)** Pre-Segment Sponsor Statement **3)** 30 second commercial at the end of the segment **4)** Live On-Air Interview **5)** Mobile Website, Mobile Marketing App & Unlimited SMS Text Advertising Services.

* Lock In Your Segment Now, Call ***The Boomer's Show*** @ 407.844.4719.
Become Known As The Expert, The Specialist, The Go-To Person In Your Field!

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